

A Guide to Digital Marketing in 2020

Analyse Your Customer Behaviour



Use googles tools to your advantage

Google analytics, Google Trends, A/B Testing, Surveys

Reevaluate your keywords

The way customers search for your service may have changed

Keep your Website & Social Updated

Ensure your website and social media has clear information on how to use your business during the current pandemic

Adapt to all Devices

Now more then ever, your website needs to be mobile friendly

Communicate your Social Distancing Efforts

If you have a physical location, ensure social distancing is easy
Are you able to carry out your service online?



Over 85% of U.K. consumers said it is completely acceptable for companies and brands to be communicating at this time.



Nearly a quarter of U.K. consumers can't find the products they want or need and **almost 3 in 10** bought brands they don't normally buy.

Don't Pull Your Marketing

Brands that pulled back on marketing spend during COVID-19 are now seeing their online sales struggle. Brands that stayed on course with their spending have seen online sales stay consistent after an initial dip. Brands that aggressively pushed their spending are seeing **unprecedented growth.**

Stand Out From the Crowd

Don't let your competition take your potential customers

Invest in SEO as part of a bigger marketing strategy

Use creative marketing to stand out from your competitors.

Create cross channel campaigns for maximum effect

Retarget your users

Run a competition on your social media

Move as much of your service online as possible

Make it clear what social distancing you have in place

Have you performed a good deed during this pandemic?

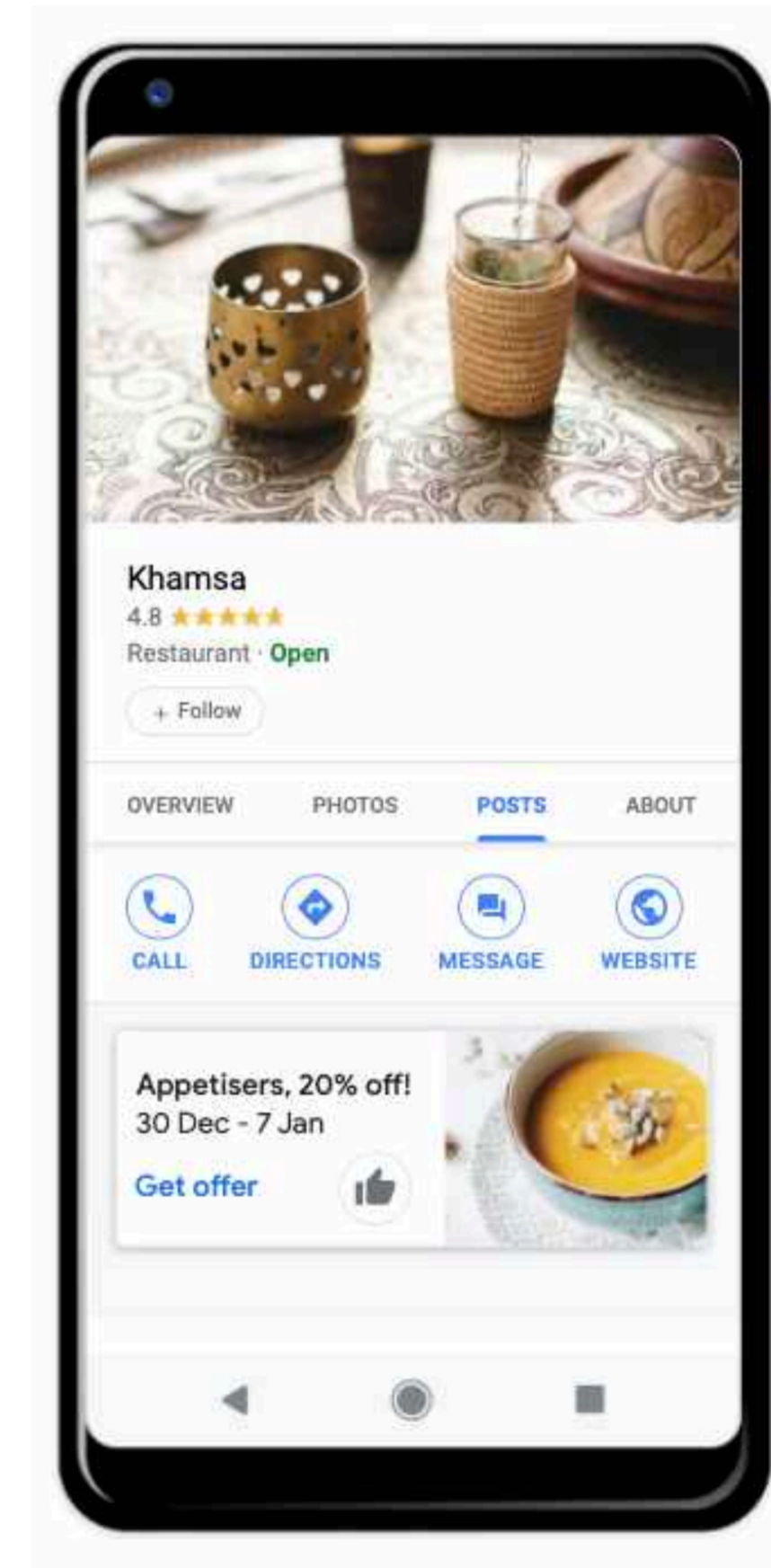
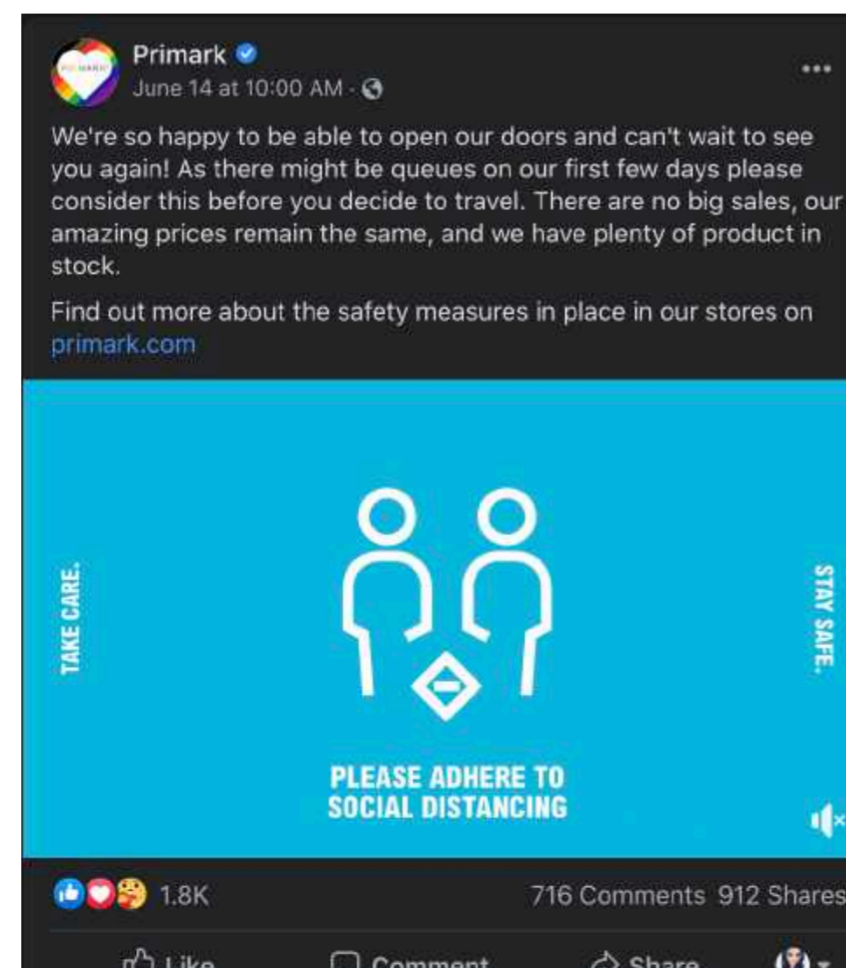
Use video marketing



Ensure Everyone Knows You're Open

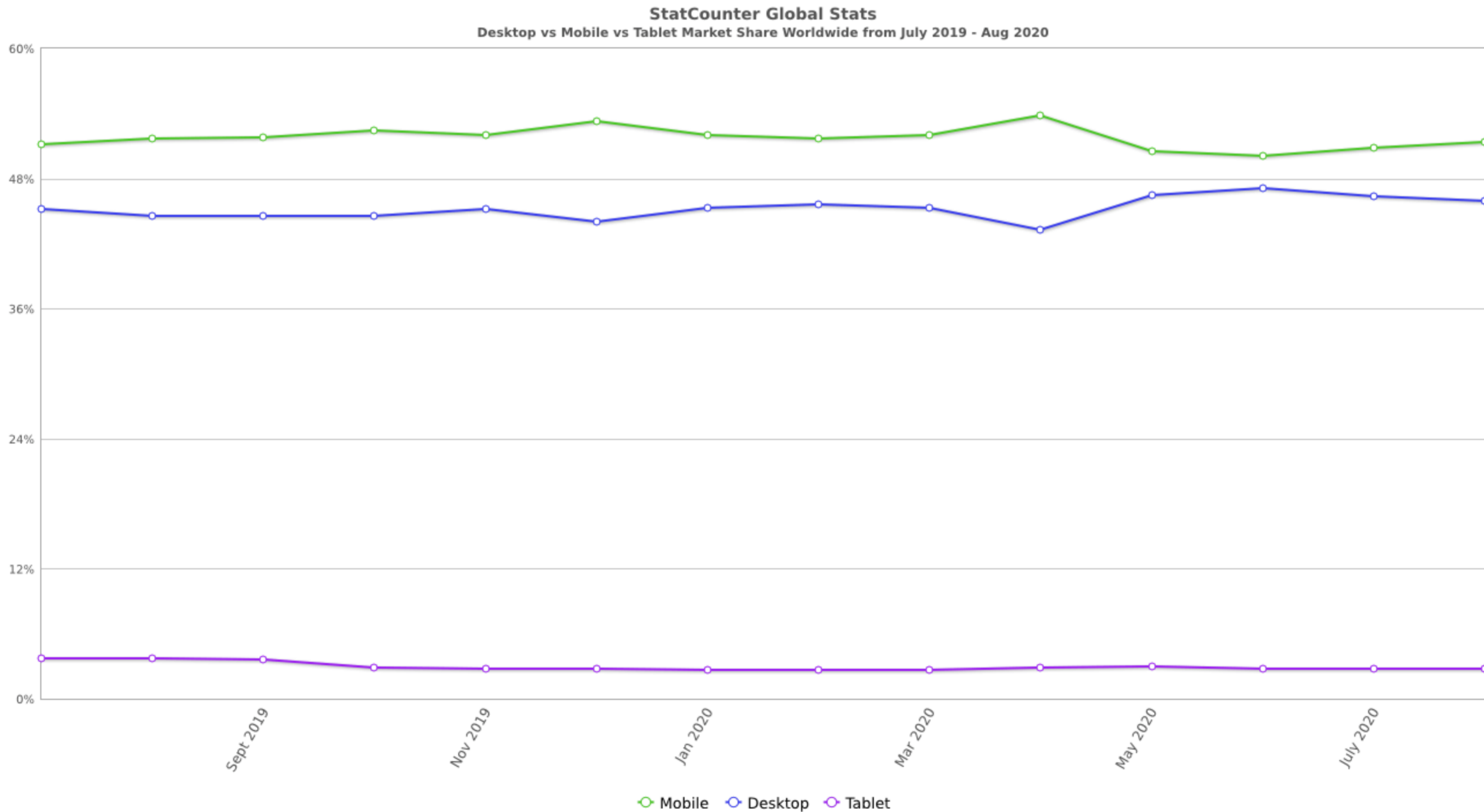
Get the message out there

- Clear signage on your premises
- Update your GMB listing
- Use your social media profiles
- Use a small Pay Per Click campaign
- Use a Google Display Campaign
- Run an email marketing campaign



Check Your User Experience Per Device

Mobile is being used more often than ever



Check Your User Experience Per Device

How fast does your website load on mobile? Users are more impatient when searching on mobile. One full second can **decrease conversion rates by up to 70%**

Check Your User Experience Per Device

Research from BrightEdge found that **79% of listings have a different rank on mobile devices compared with desktop,** and the top-ranking result for a query is different on desktop and mobile 35% of the time.

SERP Features are Everywhere

The true value of featured snipes is enhanced brand awareness, controlling the messaging in the SERP's and the possibility of being included in the voice search results

 Adwords (Bottom)

 In-Depth Article

 Local Teaser Pack

 Shopping Results

 Adwords (Top)

 Knowledge Card

 News Box

 Site Links

 Featured Snippet

 Knowledge Panel

 Related Questions

 Tweet

 Image Pack

 Local Pack

 Reviews

 Video

— NEW IN 2020

SERP Features are Everywhere

Featured snippets are now position 1

seaside towns uk

All Maps Images Shopping News More Settings Tools

About 10,800,000 results (0.67 seconds)

The Top 10 Best British Seaside Towns

- **Salcombe.** 18.55% **Salcombe.**
- Weymouth. 16.1% Weymouth.
- **Whitby.** 12.06% **Whitby.**
- St. Ives. 11.73% St. Ives.
- **Bamburgh.** 10.48% **Bamburgh.**
- Cromer. 9.19% Cromer.
- **Shanklin.** 6.28% **Shanklin.**
- Deal. 5.95% Deal.

[More items...](#)

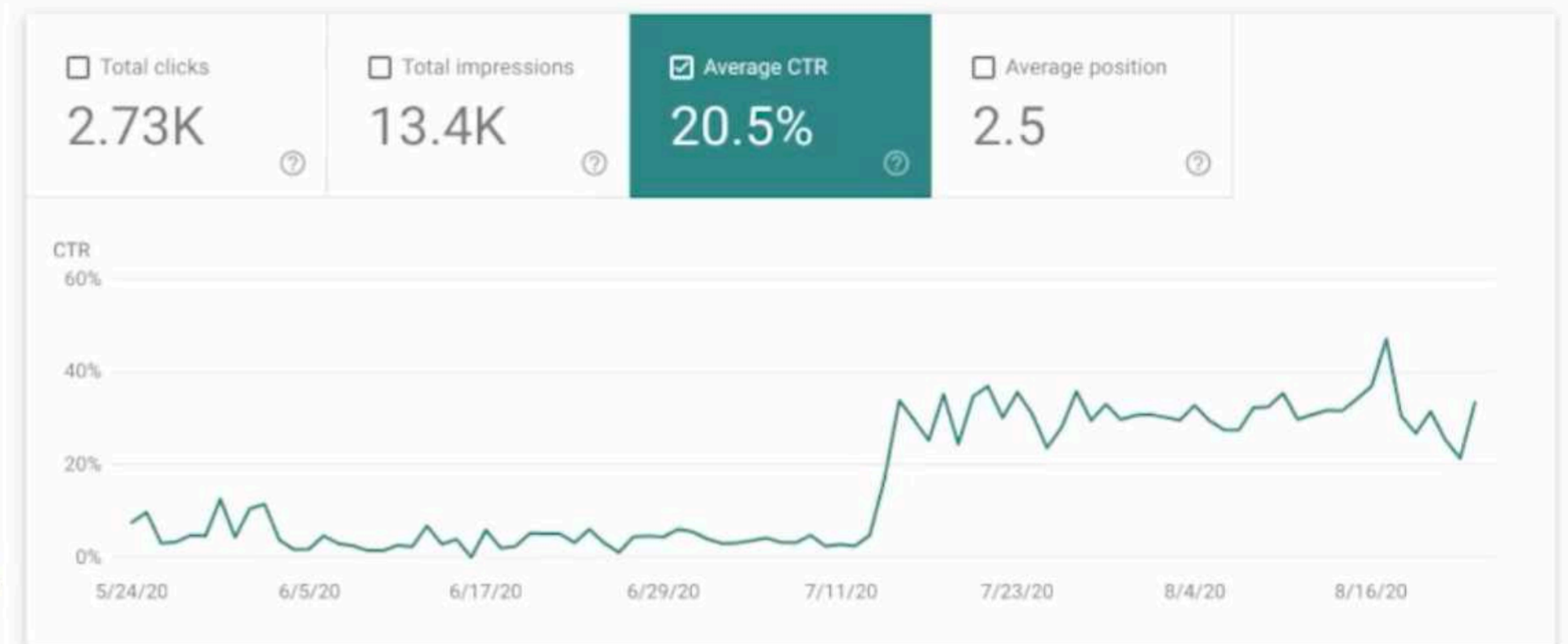
www.mccarthyandstone.co.uk > ... > Lifestyle ▾

The Top 10 British Seaside Towns - McCarthy & Stone

About Featured Snippets Feedback

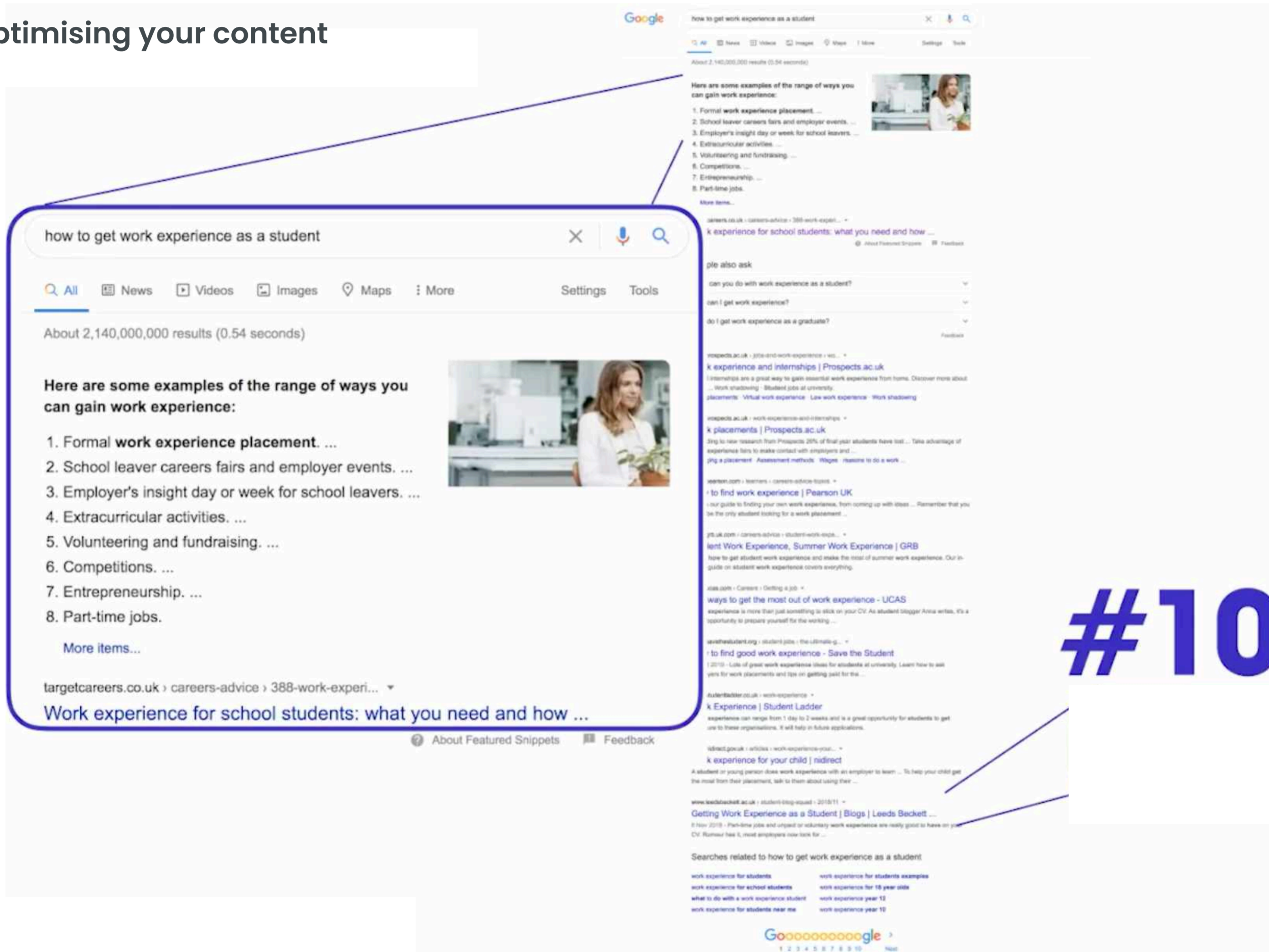
People also ask

- Where can you go seaside in England? ▾
- How many seaside towns are there in the UK? ▾
- What are the best seaside resorts in England? ▾
- Which is the best seaside town to live? ▾



SERP Features are Everywhere

Jump up the top of the search results by optimising your content



SERP Features are Everywhere

**Jump up the top of the search results by
optimising your content**

In your control

- AMP Pages
- Breadcrumbs
- FAQ's
- Ratings & Reviews
- View in 3D

Optimise for it

- Events
- Featured Snippets
- Find results on
- Forum multi-result
- How to
- RS images
- Job search
- News packs & carousels
- People also ask (PAAs)
- Places & map packs
- Podcasts
- Popular products (organic shopping)
- Recopies
- Search Box
- Sitelinks & Jump to's
- Twitter
- Videos

Google owned, Brand owned or paid

- Discover more places
- Explore panels
- Google flights (paid)
- Google hotels (paid)
- Image blocks
- Knowledge card
- Knowledge panel
- People also search for
- PPC Ads
- Refine by
- Related searches
- Research carousel
- See results about
- Shopping (paid)
- Sign in (voice assistant)
- SOS alert

— NEW IN 2020

SERP Features are Everywhere

Powerful quick wins

www.gocompare.com › car-insurance ▾

Compare Cheap Car Insurance Quotes | GoCompare

Trusted providers on our panel · AA car insurance · Admiral · Churchill · esure insurance · Hastings Direct · LV insurance · Quote me happy · Tesco Bank ...

★★★★★ Rating: 4.6 · 10,211 reviews

[Comprehensive car insurance](#) · [Classic car insurance](#) · [Business Car Insurance](#)

www.comparethemarket.com › car-insurance ▾

Compare Cheap Car Insurance Quotes | Compare the Market

Our comparison service is quick and easy to use: just enter your details and see if you could find a cheaper car insurance deal for your new vehicle or beat your ...

★★★★★ Rating: 4.6 · 96,303 reviews

www.moneysupermarket.com › car-insurance ▾

Compare Cheap Car Insurance Quotes | MoneySuperMarket

It doesn't take long to compare car insurance quotes from over 100 leading brands and save up to £284*. Save on your car insurance and Get Money Calm.

★★★★★ Rating: 4.5 · 54,750 reviews

[Insurance Companies](#) · [Temporary Car Insurance](#) · [Car Insurance Blog](#) · [Multi-car](#)

People also ask

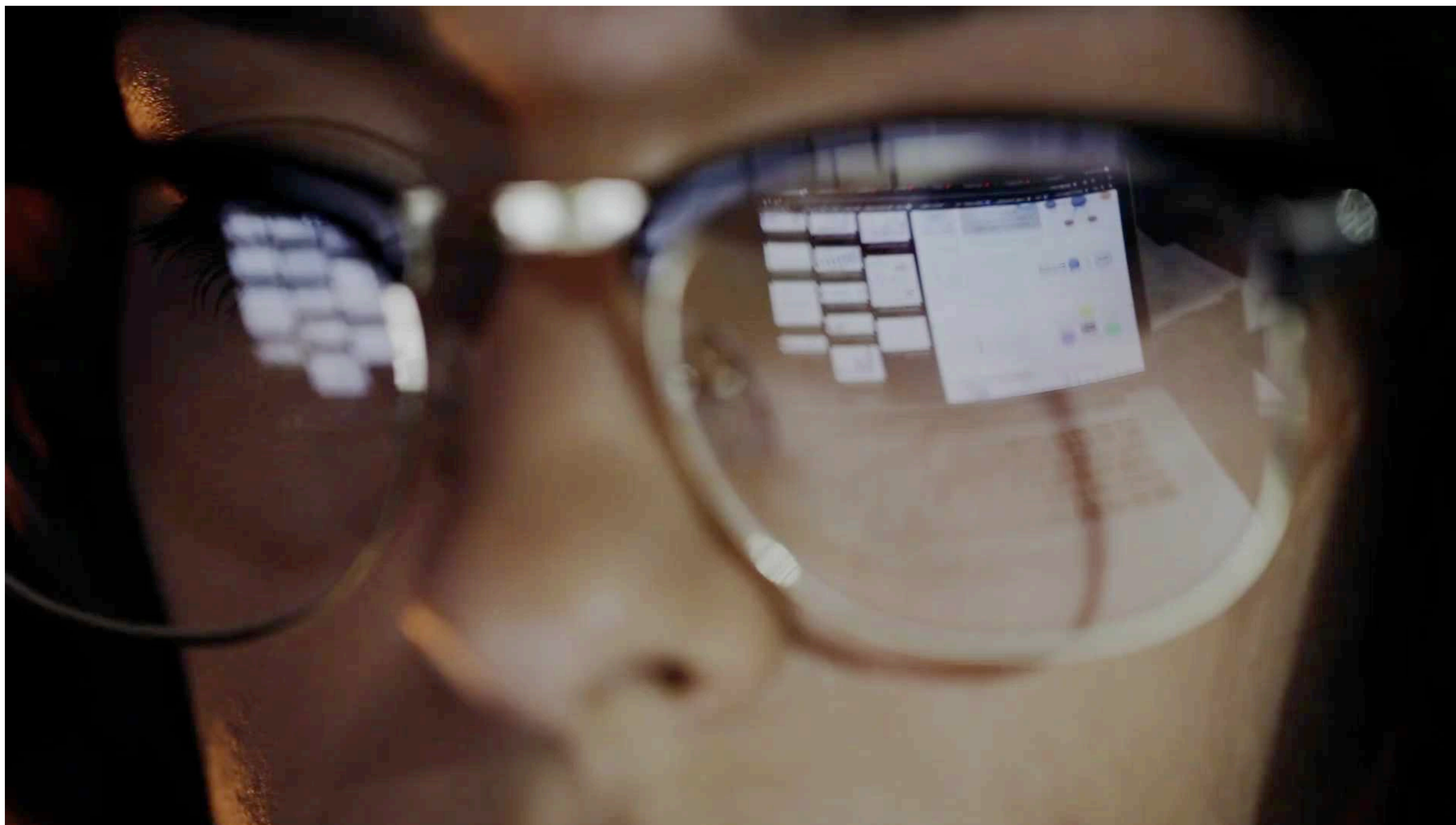
- Who is the cheapest car insurance? ▾
- How can I get cheaper car insurance UK? ▾
- Which is the best car insurance company in UK? ▾
- What can lower your car insurance? ▾

[Feedback](#)

“Review stars in search engine results significantly improve click-through rates, by as much as 35%”

— NEW IN 2020

Video Marketing



— NEW IN 2020

Video Marketing

75% of all video plays are on mobile devices. – eMarketer

— NEW IN 2020

Video Marketing

Viewers **retain 95% of a message** when they watch it in a video, compared to 10% when reading it in text. -Insivia

Key Takeaways

- Research what's changed by analysing your customer behaviour
- Don't stop your marketing efforts
- Use creative marketing to stand out from the crowd
- Make sure everyone knows you're open
- Mobile is being used more than ever, being optimised for mobile is key in 2020
- SERP features are everywhere
- Video marketing is increasing year on year

Get Involved

C2S are offering the chance for all members to display a **Circle2Success Members Badge** on your website, this is beneficial for both parties.

The badge's code will need to be added to your website, hand this over to your IT department to implement.



Thank you.

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Wait, there's more:

Get a free SEO audit: <https://www.brace.co.uk/free-seo-audit/>

View our SEO Pie Chart: <https://www.brace.co.uk/seo/#ranking-factors>